

Figure 1

Promotion Examples
HBO + Sports Tier \$25/month
Dream+ Sports Tier \$20/month
ISP Service \$35/month
ENC \$10/month
HBO + HBO + ISP \$90/month
HBO + Sports Tier \$30/month
SHO + Sports \$20/month

Subscription Matrix 122

Client Terminal I.D. <u>172</u>		
Subscribed Channels <u>174</u>	Non- Subscribed Channels <u>176</u> Other Data <u>177</u>

Figure 2

Bundling Example

HBO (Alt. Caric \$15/mnth)	1	2	3
SHO (Alt. Caric \$15/mnth)	1		3
ENC (Alt. Caric \$15/mnth)		2	3
STARZ (Alt. Caric \$15/mnth)		2	3

	Additional Subscription Programs	ISP Service	Action Sports/ Drama, etc Tiers	Other Services
Bundle 1 = \$25/mnth	+ \$7 each/mnth	+ \$35/mnth	\$15 each/mnth	...
Bundle 2 = \$30/mnth	+ \$5 each/mnth	+ \$25/mnth	\$10 each/mnth	...
Bundle 3 = \$32/mnth	+ \$3 each/mnth	+ \$15/mnth	\$5 each/mnth	...

Figure 3

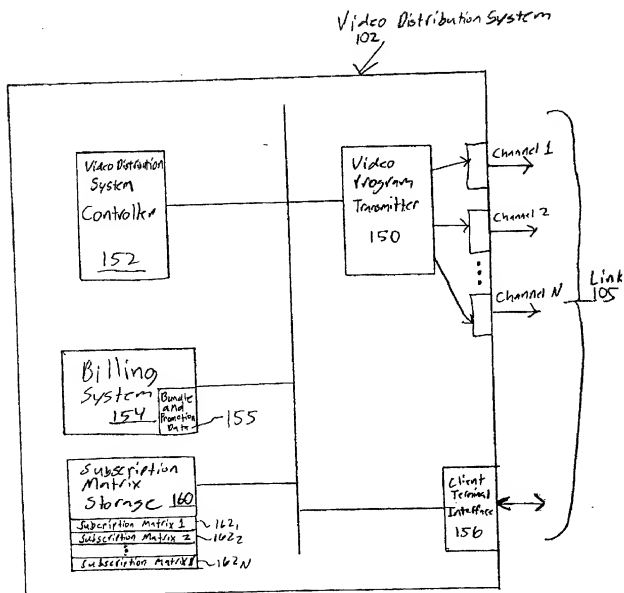


Figure 4

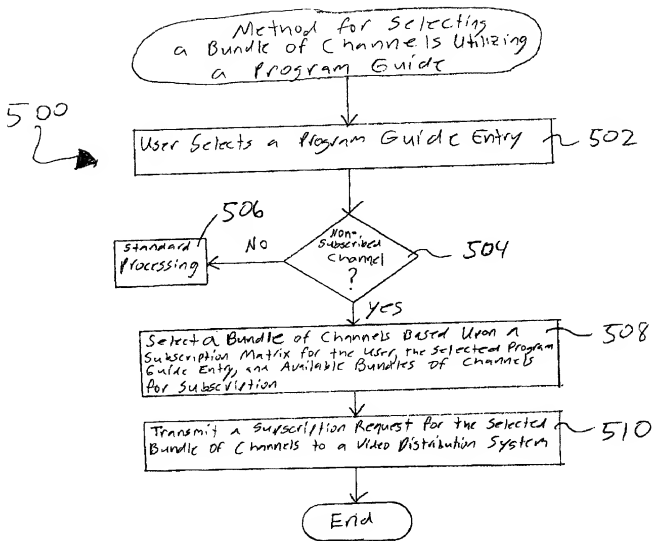


Figure 5

Method for Selecting
a Bundle of Channels
Utilizing a Program Guide

User Selects a Program Guide Entry 602

606
No
Standard Processing
Non-Subscribed Channel? 604
Yes

Select Bundle(s) of Channels Based Upon a Subscription Matrix for the User, the Selected Program Guide Entry, and Available Bundles of Channels for Subscription 608

Recommend At Least One Bundle of Channels to the User 610

614
No
Standard Processing
User Selects a Bundle of Channels? 612
Yes

Transmit a Subscription Request for the Selected Bundle of Channels to a Video Distribution System for Credit Verification 616

620
Disapproved
Deny Request and Inform User
Credit Approved or Disapproved? 618
Approved

Update the Subscription Matrix to Reflect that the Client Terminal is Now Subscribed to the Selected Bundle of Channels 622

Authorize Access to the Selected Bundle of Channels 624

End

Figure 6